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ATLANTA CITY COUNCIL

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August 16, 2007

Ms. Lisa M. Borders, Council President
Atlanta City Council
City of Atlanta
55 Trinity Avenue
Atlanta, Georgia 30303

Re: The Atlanta Commission on Women

Dear Council President Borders:

It is with great pleasure that I submit Ms. Ester Michaels as my nominee to the Commission on Women.

I am confident that Ms. Michaels's experience and expertise will be an asset to the Commission. I have enclosed a copy of her resume for your review.

Please contact me with any questions you may have.

Sincerely,

Howard Shook

Esther Michaels, CEO

Vital Resources International, LLC



Esther Michaels has over 30 years' experience in executive management positions with such major corporations as AT&T, Randstad North America, and Prudential. During the past seven years, The Esther Michaels Companies has served as a consultancy firm to global for-profit and not for profit organizations, with a focus on Communication, Human Resource Services, International Policy Affairs, Global Marketing Solutions, and Leadership Development.

As the founder of Vital Resources International, LLC, Ms. Michaels and expert associates provide organizations with customized solutions for handling challenges and situations arising in interpersonal team and community environments. With a passion for collaboration, she led a team of experienced leaders and psychologists responsible for the creation of an international curriculum of Emotional Intelligence and interpersonal development products.

Esther Michaels addressed the attendees of the Rebuild Iraq 2006 Conference in Amman, Jordan that included the Fallujah Business Association and the Leadership of the Multi-National Forces in Iraq, and the Pentagon. The conference provided a forum to speak on economic development through local employment and vocational training with focus on engineering and technology in construction. She has been invited to speak at several upcoming conferences on economic development and leadership in the Middle East.

A strong community volunteer, Ms. Michaels has served on numerous professional associations and not-for-profit boards, including ADMAG (Atlanta Diversity Managers and Affinity Groups) I-Women International, WIT (Women in Technology), Johns Hopkins Alumni Nurses, YMCA, The Piedmont Opera Board, Buckhead Business Association, and a Committee for a Better Atlanta through the Metro Atlanta Chamber of Commerce.

In addition, Esther Michaels' social awareness and volunteerism has sent her around the world. She travels on missions to deliver school supplies to children throughout the globe, supports a micro-enterprise development fund for women entrepreneurs, and actively works to bring peace to the Middle East. She has also volunteered to teach self-esteem and interpersonal skills to the Workforce Enterprise initiative in Atlanta, Georgia and entrepreneur business skills for the Center for Family Resources in Cobb County, Georgia. She continues to awareness and funds for numerous social and educational organizations such as the Refugee Family Resources and Chris Kids.

For additional information, contact her at 404-277-1398 or email

EMichaels@vitalresourcesintl.com

Vital Resources International, LLC

SUMMARY OF QUALIFICATIONS

Senior Executive with over 30 years in sales and marketing, training, and leadership. Skilled in execution of tactical and strategic initiatives, with proven success in coaching and training individuals and teams to meet and exceed goals. Successful in analyzing and identifying training requirements to develop and increase revenue opportunities. Excellent communication and presentation skills, well spoken, with analytical, dynamic and innovative approaches to problem solving and needs assessment; a strong commitment to professional service and integrity. Published author. Combined skills and strengths include:

- Mentoring & Developing Teams
- Curriculum Development
- Consensus Building
- Adult Learning Methods
- Motivational Speaker
- Marketing & Communications
- Stakeholder Relationship Management
- Effective Oversight of Corporate Resources

QUALIFYING SKILLS AND ACCOMPLISHMENTS

Leadership Training and Development

- Led a team of curriculum developers, clinical psychologists, and senior leadership consultants responsible for the creation of an international corporation's training and development products for personal development and sales teams.
- Developed and delivered Train-the-trainer curriculum for various training products in sales and customer service.
- Created and delivered curriculum for interpersonal communication skills based on Emotional Intelligence.
- Implemented growth strategies and coaching techniques for leadership, developed succession planning, assessing and monitoring progress for Real Estate, financial, telecom, and HR industries.
- Traveled globally; Africa, Middle East, South America, and Asia to support economic development and training.

Marketing

- Collaborated with public relations/marketing firms to analyze existing marketing plans and create new strategies.
- Designed questionnaires to collect quantitative and qualitative data to be utilized for sale/marketing purposes.
- Handled vendor relations between National Marketing/Advertising Firm and AT&T Wireless.
- Motivational speaker to groups of 10-1000 for clients in business and philanthropic organizations.
- Provided creative, solid concepts for branding and marketing of international and national organizations.

Operations/Management

- Designed and oversaw implementation and progress of an innovative shareholder incentive program.
- Supported outsource division with revenues at \$38 M in 2000, continuing to benefit the company into 2002.
- Hired, trained and developed teams of 12 to 350 professionals for successful revenue outcomes.
- Developed and implemented budgets and strategies for real estate offices, homebuilders, and retail development.

PROFESSIONAL EXPERIENCE

Vital Resources International, LLC, Leadership Development Consultancy Firm

2006-Present

A premier leadership and training consultancy acknowledged for its unique approach to helping dynamic managers and their teams around the globe to identify and build on their core strengths as a foundation for personal and organizational growth. Global contacts including speaking engagement in Jordan for workforce initiatives in Iraq. Site visits for educational assessments of skill based technology programs in Israel, Palestine, and Iraq.

The Esther Michaels Companies, Consultancy Firm

1998-2006

Consulting firm specializing in training strategies and implementation for regional and national business clients, both for profit and non-profit; delivering strategies and training with processes to track P&L's, ROI's and create comprehensive market studies, solutions and sales/fundraising strategies. Strategies include: increasing revenues through high-level business development, increasing visibility and interaction, organizational redesigns. Delivered training to companies in the U.S, U.K., and Caribbean.

Contract: International, NGO

2005-2006

Provided communications strategies and relationship development as Acting Director of External Relations. Supported programmatic team for construction skills and entrepreneur training materials. Interfaced with International policy makers for government and private funding opportunities. Identifying personnel for permanent positions within the organization in the U.S. and abroad.

Contract: Randstad North America, Development Director Outsource Division**2000-2001**

Developed strategic alliances and business opportunities for a staffing and permanent placement company. Increased revenue growth 25% by training, coaching, and mentoring Major Account Business Development Managers. Evaluated 12 online learning products for capabilities and effectiveness of company wide implementation. Co-developed online certification and training.

AT&T, Atlanta Regional Sales Director - AT&T Wireless**1995-1997****Client Business Manager - USAir/British Airways National Account Team**

Launched new division, managed P&L, sales and technical resource team. Hired and oversaw the management of sales team, production and administrative staff, as well as all training initiatives.

Prudential Preferred Properties/W.H.C. Wilson - Associate Broker/Manager/ VP Relocation**1980-1995**

Managed day-to-day operations and budget, and hiring, training and recruiting of Real Estate agents for various divisions. Project Manager and Sales Manager on multi-million \$\$\$ residential developments. Worked with government agencies to procure building permits for projects exceeding \$100 M. Trained and developed mortgage and title service partners for a one stop shop environment. HBAM trainer for new home sales personnel. Negotiated large tracts of land for development.

AFFILIATIONS (Partial List)

Committee for a Better Atlanta (Political Relations, Metro-Atlanta Chamber of Commerce)

- Comprised of Government and Community Relations C-level executives. SVP's, VP's and Directors

WIT (Women in Technology) Board Member 2002, Mentoring Program, Training, and Political Alliances

ADMAG (Atlanta Diversity Management Affinity Group) Atlanta, Georgia Executive Board

- Comprised of HR management of top level companies, individuals and organizations

Economic Development Alliance Advisor

Buckhead Business Association, Vice President Government Relations/Civic Affairs

SME (Sales and Marketing Executives)

Atlanta Women's Network, Past Board Member of Women's Commerce Club

Past Member of Rotary International, Community Affairs Chair

Past Vice President of International Customer Service Association

Past-Member, National, State and Local Association of Realtors, Issues Mobilization/Legislative Affairs, PAC

CERTIFICATIONS (Partial List)

Certified as Trainer/Train-the-Trainer: Emotional Intelligence, Acclivus/Achieve Global Sales, Coaching & Leadership, Adult Learning Methods, Negotiation to Win, Dale Carnegie, RIGA Coaching for Results, Creating and Keeping Customers, Leadership with Awareness and Leadership, Management, Marketing, and technical training. Developed, trained, and/or evaluated over 40 training products for corporations, including: Management and Sales Seminars; Project Management, E-Learning and licensing certifications for a range of professions. Additional credentials: AT&T Diversity, HR compliance trainer, & safe driving,

COMMUNITY INVOLVEMENT (Partial List)

Cowart Family Ashford-Dunwoody YMCA Board of Directors 1997-2001; Chairman PWY Campaign for 1999

Centennial YMCA, Welfare to Work for Women Enterprise Trainer 2000-Present

Cobb Family Resource Center Trainer for Entrepreneur Development Program 2005-present

Prevent Child Abuse of Georgia

iWomen Steering Committee, 2002-Present

Project Amazonas, Fundraising and Mission work

Johns Hopkins Children Hospital VIP Committee 1985-1987, facilitated a \$5 Million donation

Johns Hopkins School of Nursing Alumni Association Board of Directors 1995

Winston-Salem/Piedmont Opera Board of Directors 1995-1997

Student Sharing Coalition, Board of Directors (mentoring program to share cultural and charitable insight) 1996

Fund-raising for various groups including BSO, Baltimore Opera, Boys' Latin School, Rivers of the World

Served on Sandtown Project in Baltimore City to Prevent Teen Pregnancy

Education: Community College of Baltimore and Towson State College, Biology Major, English Minor State, Doctor of Divinity License conferred 2007, Licensed Real Estate Broker in State of Maryland.

Computer Skills: PC and Mac based programs to include: Microsoft Office Suites (Word, PowerPoint, Excel, Outlook, etc.), Mac.com programs and various database softwares.

Other: Speak Greek, some knowledge of French and Spanish. Interests: Travel, golf, the arts, hiking, sailing, cooking, decorating, published writer. Security cleared by AT&T Wireless. Available for relocation and travel.